

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for interactively providing unbiased education and information pertaining to a purchase decision process being facilitated ~~information~~ on a web page, comprising,

on a graphical user interface (GUI), providing a plurality of questions on the web page, the questions free of requiring a user to explicitly weight the importance of the user's responses relative to their corresponding questions,

receiving at least one response of data input and/or response selection to each of the plurality of questions,

evaluating ~~the~~ at least one response to each of the plurality of questions against predetermined criteria,

changing the unbiased information on the web page based on the evaluating.

2. (Original) A method according to claim 1, wherein evaluating the responses against the predetermined criteria further comprises creating inferences based on the responses.

3. (Currently amended) A method according to claim 1, wherein evaluating the responses against predetermined criteria further comprises,

converting ~~the~~ an overall history of responses within the purchase decision process into ~~to~~ at least one logical expression, and,

characterizing the information based on the logical expressions.

4. (Currently amended) A method according to claim 1, wherein changing the unbiased information on the web page based on evaluating further comprises,

identifying education and product information regarding both products and the purchase decision process for products,

extracting a subset of the identified product and purchase decision process education and information based on the responses, and,

presenting the subset of the education and information on the page.

5. (Original) A method according to claim 1, further comprising generating at least one derived measure from the responses.

6. (Original) A method according to claim 5, further comprising inputting the derived measures to a fuzzy logical engine.

7. (Original) A method according to claim 5, further comprising assigning a membership grade to the derived measures.

8. (Currently amended) A method according to claim 1, wherein changing the unbiased information on the web page further includes,

identifying education and information regarding both products and the purchase decision process for products ~~product information~~, and,

weighting membership grades associated to the product information by a fuzzy logic engine.

9. (Original) A method according to claim 8, further comprising filtering the membership grades based on the responses.

10. (Presently amended) A method according to claim 1, further comprising, identifying new unbiased education and information based on the responses.

11. (Previously amended) A method according to claim 10, further comprising providing at least one additional web page based on the new information.

12. (Original) A method according to claim 1, further comprising, based on the responses, combining membership grades from a fuzzy logic engine.

13. (Original) A method according to claim 12, wherein combining membership grades further comprises an intersect of membership grades.

14. (Original) A method according to claim 12, wherein combining membership grades further comprises a union of membership grades.

15. (Original) A method according to claim 1, further comprising identifying the responses as sequenced or non-sequenced.